

## SECTION 8. COMMUNITY RELATIONS

### Objective:

**To increase community awareness about the library and its programs.**

The availability of library services and materials and the essential role libraries play in improving the quality of life should be conveyed on a continuous basis through a sustained community and public relations program. Libraries should devote a portion of their annual budget to support activities that promote the library to the community.

### 8.1 THE LIBRARY ALLOCATES FUNDS FOR PUBLIC RELATIONS.

	Yes	No	Planned	Not Planned	N/A
The library allocates a percentage of its budget to support PR activities.					
Choose one:					
_____ Basic level 1%					
_____ Full level 2%					
_____ Comprehensive level 3%					
The library board and staff evaluate all policies and procedures in terms of their effect on the public and the library's public relations.					
The library designates a staff member to coordinate public relations activities.					
The library provides a staff trained in public relations, in quality customer service, and with a good public service attitude.					
The library uses quality printing and production techniques in the preparation of all printed material and graphics.					
The name of the library, or a graphical representation clearly identifiable with the library, appears consistently on all library publications.					

### 8.2 THE LIBRARY HAS A COMMUNITY RELATIONS PROGRAM TO INCREASE COMMUNITY AWARENESS OF THE LIBRARY.

	Yes	No	Planned	Not Planned	N/A
The library has a marketing or public relations plan for the library. (See Appendix F for marketing plan checklist.)					

	Yes	No	Planned	Not Planned	N/A
The library staff does regular walk-through's in the interior and the exterior of the library to assess the appearance and image it projects. See Appendix G for image audit checklist.)					
The library has identified target groups to receive special library promotions.					
The library works with Friends of the Library, volunteers and other support groups to increase the library's visibility.					
The library has a plan to recognize significant contributions to the library.					
The library uses five or more of the following publicity techniques to promote and publicize library services on a regular basis (examples are arranged in alphabetical order):					
Advertising specialty items					
Annual report					
Direct mail promotions					
Electronic bulletin boards					
Exhibits and displays (attractive and frequently changed)					
General information brochure					
Internet (Home Page/Web Site)					
Newsletter					
Newspaper articles, columns, ads					
Outreach activities at other locations in the community					
Participation in community events, fairs, parades, etc.					
Posters, flyers, bibliographies, bookmarks, brochures					
Presentations to community groups and organizations					
TV and/or radio					
Videocassette					

### 8.3 THE LIBRARY ACTIVELY PROMOTES ITS MISSION.

	Yes	No	Planned	Not Planned	N/A
The library has developed partnerships with other community groups.					
The library networks with other community groups which have programs that complement the library's mission.					
The library has identified volunteers, including board members and friends, willing to act as advocates for the library's mission at the local, state, and national levels.					
The library communicates regularly with the following community agencies to promote the library, as appropriate:					
• Business organizations					
• Civic and other non-profit organizations					
• Education community					
• Foundations					
• Governmental agencies					

**Additional Resources  
On  
Community Relations**

**PR Activity Report.** ALA. (Per)

Clow, Faye. **Forming and Funding Public Library Foundations.** PLA, 1993. (021.83)

Dolnick, Sandy. **Friends of Libraries Sourcebook.** 3<sup>rd</sup> edition. ALA, 1996. (021.7)

**Find It All at the Library.** ALA Video, 1986. (VT 0644)

Fox, Beth Wheeler. **The Dynamic Community Library: Creative, Practical and Inexpensive Ideas for the Library Director.** ALA, 1988. (021.2)

Herring, Mark Youngblood. **Organizing Friends Groups: A How-To-Do-It Manual for Librarians.** Neal-Schuman, 1993. (021.7)

Karp, Rachelle S. **Volunteers in Libraries.** ALA, 1993. (027.473)

Leerburger, Benedict A. **Promoting and Marketing the Library.** Hall, 1989. (025.7)

**Library Advocacy Now!** ALA Video, 1996. (021.7)

Roberts, Anne F. **Public Relations for Libraries.** By Anne F. Roberts and Susan Griswold Blandy. Libraries Unlimited, 1989. (021.7)

**Solutions to Your Public Relations Challenges.** ALA, 1991. (021.7)

Walters, Suzanne. **Marketing: A How-To-Do-It Manual for Librarians.** Neal-Schuman Publishers, 1992. (021.7)